

## Course outcome of Journalism and Mass communication

1. To produce competent professionals who demonstrate a thorough knowledge of the theory and practice of journalism and communications.
2. To foster original scholarly work in the discipline of journalism.
3. To increase awareness of the breadth of scholarship and practice encompassed by journalism and the media.
4. To enrich the understanding and discussion of journalism and the media by inquiring into, and forging linkages with, related disciplines.
5. To contribute to the media understands of their role in our culture.
6. To serve as a resource and open forum for the profession.
7. Students will develop accurate and fair news stories across a variety of journalistic media.
8. Students will exercise judgment in selecting technology appropriate to the message and audience, and understand the implications of those choices.
9. Develop the speaking, listening, reading, writing, viewing, and representing skills needed to create various print publications and broadcast productions.
10. Exposure to real-world situations that instruct and demonstrate application of classroom less.

Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>1</b>
Course Title	<b>Introduction to Journalism</b>		
Course Code	<b>GJO101</b>	No. of Credits	<b>3</b>
Contact Hours	<b>54 Hours</b>	Duration of SEA/Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>20</b>	Summative Assessment Marks	<b>80</b>

**3 Hours Theory and 4 Hours Practical – 5 Credits**

**Course Pre-requisite(s):** After completing this course, students will be able to:

- The students will be able to gather information and present it to the viewers to keep them informed about the daily happenings around the world.
- Handle the anchoring aids (Microphone/lapel, prompter) properly with the help of the acquired knowledge on news, functions of news & news channel, tips & techniques of anchoring.
- Demonstrate to air-interviewing, conducting panel discussions, debates and other talk shows with being knowledgeable and well-read.
- Ability to write and prepare news stories from their own research and be familiar with nitty-gritty of situations in order to deliver the news with confidence.

**Course Outcomes:**

After the successful completion of the course, the student will be able to:

- To identify the distinct nature of Journalism and its professional aspects including career opportunities
- To recognize and use the terms specific to media
- To recognize the significance of changes in the practice of journalism

Contents	54 Hrs																		
<p><b>UNIT-I</b>  <b>Journalism:</b> Definition, Nature, Scope, Role of Press in Democracy, Principles, Functions and Significance. Journalistic terminologies, Qualifications, Duties and Responsibilities of Journalists, Four Theories of press.</p> <p><b>UNIT-II</b>  <b>History of Journalism</b> – Development of Journalism in the World – A Brief History of Journalism in India: James Augustus Hickey, Raja Ram Mohan Roy, Mahatma Gandhi, Dr. B.R. Ambedkar, Bal Gangadhar Tilak, Annie Besant, The Hindu, Amrit Bazar Patrika, The Statesman, The Tribune; A Brief History of Kannada Press: Hermann Moegling, M. Venkatakrishnaiah, D.V. Gundappa, Mohare Hanumantha Rao, Patil Puttappa, P.R. Ramaiah, H.K. Veeranna Gowda, Nanjanagudu Tirumalamba, Kalyanamma; Role of Press During Freedom Struggle, Growth of the Press Post Independence ; Present Day Challenges in Journalism World Over with Special Reference to India.</p> <p><b>UNIT-III</b>  <b>Branches of Journalism:</b> Citizen Journalism, Investigative Journalism, Sports Journalism, Photo Journalism, Agriculture Journalism, Environmental Journalism, Wildlife Journalism, Developmental Journalism, Radio Journalism, TV Journalism.</p> <p><b>UNIT-IV</b>  <b>Web Journalism:</b> Techniques of Web Writing, Online newspapers, Web portals, New Media - Origin and growth, nature and scope, Types of New Media – Websites, Blogs, Vlogs, e-mail, Social Media Networks and OTT platforms – Advantages and Disadvantages, Fake News, Merits and Demerits of Artificial Intelligence in Media.</p>																			
<p style="text-align: center;"><b>Books for Reference:</b></p> <table border="0"> <tr> <td style="vertical-align: top;">1.</td> <td>Professional Journalism Kamath</td> <td style="vertical-align: top;">M V</td> </tr> <tr> <td style="vertical-align: top;">2.</td> <td>Theory and Practice of Journalism</td> <td style="vertical-align: top;">B N Ahuja</td> </tr> <tr> <td style="vertical-align: top;">3.</td> <td>Mass Communication &amp; Journalism in India Kumar</td> <td style="vertical-align: top;">Keval J</td> </tr> <tr> <td style="vertical-align: top;">4.</td> <td>Adhunika Bharathiya Parthrikodhyma Bhandarkar</td> <td style="vertical-align: top;">Shree L</td> </tr> <tr> <td style="vertical-align: top;">5.</td> <td>Professional Journalist Hohenberg</td> <td style="vertical-align: top;">John</td> </tr> <tr> <td style="vertical-align: top;">6.</td> <td>Mass Communication &amp; Journalism in India</td> <td style="vertical-align: top;">Mehta</td> </tr> </table>	1.	Professional Journalism Kamath	M V	2.	Theory and Practice of Journalism	B N Ahuja	3.	Mass Communication & Journalism in India Kumar	Keval J	4.	Adhunika Bharathiya Parthrikodhyma Bhandarkar	Shree L	5.	Professional Journalist Hohenberg	John	6.	Mass Communication & Journalism in India	Mehta	
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7.	Eradu Dadagala Nadhuve Vanalli	Niranjana	
8.	Pathrikodyama Rao	Ranganath	
9.	History of Indian Journalism Natarajan	S	
10.	Indian Journalism Krishnamurthy	Nadig	
11.	Journalism in India  rathy	R.Parthasa	
12.	New History of Indian Journalism Raghavan	G N S	
13.	History of Press, Press Laws & Communication	B N Ahuja	
14.	Karnataka Pathrika Ithihasa Vol1,2,3 Pathrika Academy	Karnataka	
15.	Indian Journalism Srivastava	K M	

Course Title	<b>Introduction to Journalism (Practical)</b>		Practical Credits	<b>2</b>
Course Code	<b>GJO102</b>		Contact Hours	<b>4 Hours</b>
Formative Assessment	<b>10 Marks</b>	Summative Assessment	<b>40 Marks</b>	
<b>Practical Assignments</b>				
<ol style="list-style-type: none"> <li>1. Compare any two different newspapers</li> <li>2. Take 3 photographs - Sports, Agriculture, Environment</li> <li>3. As a citizen journalist, prepare a news story on any local issue</li> <li>4. Create your own blog and post minimum 2 stories</li> <li>5. Compare any two web portals of your choice.</li> </ol>				

### 3 Hours Theory and 4 Hours Practical – 5 Credits

**Course Pre-requisite(s):** After completing this course, students will be able to:

- The students will be able to gather information and present it to the viewers to keep them informed about the daily happenings around the world.
- Handle the anchoring aids (Microphone/lapel, prompter) properly with the help of the acquired knowledge on news, functions of news & news channel, tips & techniques of anchoring.
- Demonstrate to air-interviewing, conducting panel discussions, debates and other talk shows with being knowledgeable and well-read.
- Ability to write and prepare news stories from their own research and be familiar with nitty-gritty of situations in order to deliver the news with confidence.

**Course Outcomes:**

After the successful completion of the course, the student will be able to:

- Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.
- Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
- Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.
- Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
- Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption.

Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>2</b>
Course Title	<b>Introduction to Communication</b>		
Course Code	<b>GJO201</b>	No. of Credits	<b>3</b>
Contact Hours	<b>54 Hours</b>	Duration of SEA/Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>20</b>	Summative Assessment Marks	<b>80</b>

Contents	54 Hrs
<p><b>UNIT-I</b>  <b>Definition, Nature and Scope of Communication:</b> Process of Communication, Barriers of Communication, 7 C's of Communication, Understanding Communication Through Models - Reviewing Aristotle's Model, Shannon-Weaver Model, Harold Lasswell Model, Wilbur Schramm Model and New Comb's Model.</p> <p><b>UNIT-II</b>  <b>Types of Communication:</b> Verbal and Non-Verbal Communications, Difference Between Verbal and Non-Verbal Communication, Types of Non-Verbal Communication - Sign Language, Body Language - Para Language, Touch, Space, Time and Silence as Non-Verbal Communication, Oral and Written Communication - Essentials of Good Writing, Techniques of Public Speaking.</p> <p><b>UNIT-III</b>  <b>Levels, Scope and Limitations of Communication:</b> Intra-Personal Communication, Inter-Personal Communication, Group Communication, Mass Communication and Mass-line Communication, The Role of Mass Communication in National Development and Cultural Promotion.</p> <p><b>UNIT-IV</b>  <b>Introduction to Mass Media:</b> Mass Media and Society, Types of Mass Media – Print, Electronic (Radio and Television), Folk, New Media, Media Convergence, Contemporary Issues in Mass Media - Fake News, Artificial Intelligence and Media.</p>	

**List of Reference Books:**

Sl. No	Title of the Book	Authors
1	Introduction to Mass Communication.	Keval J Kumar
2	Mass Communication: Principles and Concepts	Seema Hasan
3	Introduction to MassCommunication	Stanley J. Baran
4	Communication	C.S. Rayadu
5	Mass CommunicationTheory	Denis McQuail
6	Communication Models for the Studyof Mass Communication	Denis McQuail &Sven Windahl
7	Mass CommunicationTheory	Denis McQuail
8	An Introduction toCommunication	Lynn H. & TurnerWest
9	The Dynamics ofMass Communication	Joseph R. Dominick

Course Title	<b>Introduction to Communication (Practical)</b>	Practical Credits	<b>2</b>
Course Code	<b>GJO202</b>	Contact Hours	<b>4 Hours</b>
Formative Assessment	<b>10 Marks</b>	Summative Assessment	<b>40 Marks</b>
<b>Practical Assignments</b>			
<ol style="list-style-type: none"> <li>1. Prepare 2 formal letters</li> <li>2. Prepare 2 Informal letters</li> <li>3. Writing 2 articles on topic of your choice</li> <li>4. Resume writing</li> <li>5. Provide 2 case studies on Fake news.</li> </ol>			

# Model Question Paper

## Part-A

**Answer any Ten of the Following  $2 \times 10 = 20$**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

## Part-B

**Answer any Six of the Following  $6 \times 5 = 30$**

- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

## Part-C

**Answer any Three of the Following  $3 \times 10 = 30$**

- 21.
- 22.
- 23.
- 24.
- 25.